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- Matt Panizari, Sales Engineer, MSP Arete Incident Response



Quick Facts

Arete™ is a global MSP providing incident response and protective measures to companies throughout the U.S., Canada, Europe, and Asia.

Industry:

Insurance Carrier Channel

Number of Employees:

400+

Email Platforms Supported:

Microsoft 365, Exchange, and some Google Workspace

areteir.com/

About the Company

The Arete team provides end-to-end cyber risk solutions to customers throughout the world. They have a passion for stopping cybercrime attacks and are focused on defending and protecting their clients from the theft of sensitive data through rapid incident response and deployment of protective measures. In addition to managed services, Arete offers incidence response, data recovery, and advisory services.

Arete’s managed services experts are focused on the day-to-day operations and support of clients. For those recovering from cybercrime attacks, this team delivers simple, fast, cost-effective recommendations and proven solutions.

The Need

The majority of clients coming to Arete’s managed services team have already experienced some type of a cyberattack, such as ransomware or business email compromise (BEC).

Almost all these security breaches began with a phishing attack, and it is now up to Arete’s managed services team to help ensure the client has the right infrastructure in place to prevent future threats.

The Solution

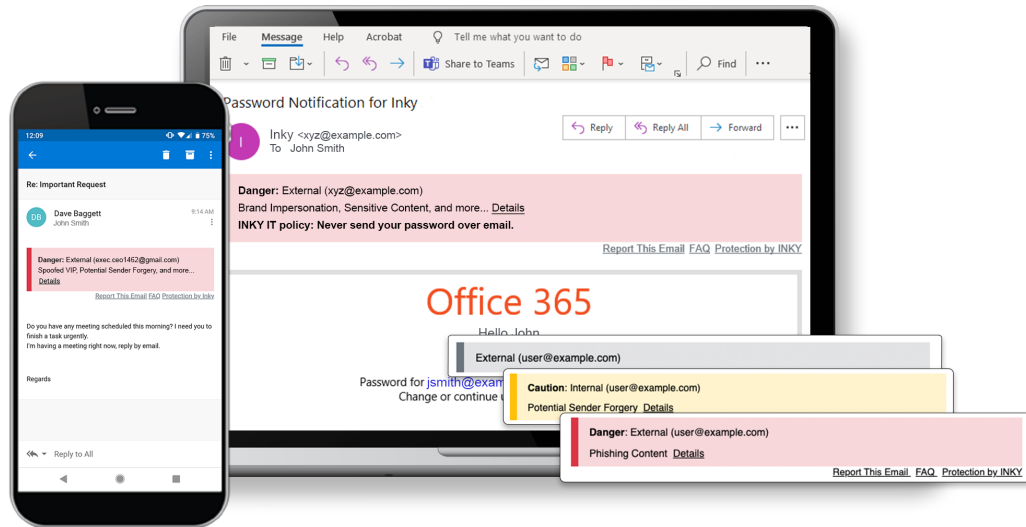
INKY spoke to Arete’s sales engineer, Matt Panizari, about why his company chose to partner with INKY. “Email is almost always the first avenue a threat actor will take. That’s why we wanted to partner with INKY, because they do such a great job with phishing attacks, which is vector #1. INKY is the best at giving its users relevant notification so they can make an informed decision about whether that email is legitimate.” INKY is offered as an à la carte option to Arete clients. “An email might look like it is coming from your president, but if INKY flags it as a first-time sender, that is just enough notification to have a user think about the legitimacy of the email. They’ll stop and get some extra guidance from IT or from an MSP.”

Case Study Arete

As an MSP, what do you like best about INKY?

“I like the way the banners work for the end user,” says Panizari. “They are not burdensome to users and when INKY flags an email, it provides great details. It’s just a really good delivery and experience”.

Getting new users up and running with INKY is easy, too. “I don’t need a subject matter expert to deploy and support the system. And on the other side, as far as the user experience is concerned, the INKY product is very straightforward.”



A Final Word

When asked if there was anything in particular about his INKY experience he wanted to share, Panizari added:

“As an MSP you often wonder if after you’ve signed a contract with a partner, will they ever pick up the phone. And I can say we have had great experiences with INKY. They have even helped us go into an environment and make sure everything is configured correctly. That’s rare.”

“A lot of partners would just send you a link in an email and leave you to figure out things on your own. If that engineer gets stuck, they’ll escalate the issue, which costs me soft dollars. But INKY took the extra time to be with the engineer. They showed them exactly what they’re talking about and walked them through it. When INKY steps in and helps an engineer, they won’t have that problem again.”

WHY INKY FOR MANAGED SERVICES?

INKY is a cloud-based email security platform designed with Managed Service Providers in mind. INKY adds a thin – but powerful – layer that blocks threats, empowers users, and protects organizations.

INKY’s use of machine learning, cluster analysis, visual computing, and social graphing makes it the most effective solution available to prevent dangerous threats from reaching the inbox while educating the recipient.

Schedule a demo today.

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